BENSON & HEDGES

Club Benson & Hedges Community Marketing Events Budget Estimate

UP FRONT COSTS

Refurbish/Repair of all Materials and Equipment Painting of tables and chairs, new plants, new astro-turf, etc. Note: Does not include repainting of bus	**$14,000**
Trailer Rental $1,500 month x 10 months	**$15,000**
Storage Bus and support vehicle to be stored at local facility between events	**$5,000**
Shipping Shipping of small quantities of support materials and other miscellaneous items (T-shirts, hats, etc.)	**$11,000**
Miscellaneous Agency Costs Phone, Fed-ex, fax, agency travel, etc.	**$50,000**
Agency Fee Includes management and coordination of up front logistics	**$15,000**
TOTAL UP FRONT COSTS	**$110,000**

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January 18, 1996

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Source: https://www.industrydocuments.ucsf.edu/docs/mrgm0004

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PER EVENT COSTS

Training Room rental + 12 staff x 4 hours x $20/hour	$2,500
Staffing 8 staff x $20/hour x 10 hours/day x 3 days/event	$4,800
Security $150/night x 4 nights/event	$600
Labor 4 laborers x $30/hour x 16 hours (10 set-up + 6 tear down)	$2,000
Entertainment/Live music $1,200/day x 3 days/event	$3,600
On-site Manager and Coordinator Average of 7 days in-market per event	$1,150
Team Expenses Includes airfare, hotel and per-diem for manager and coordinator	$5,400
Miscellaneous Expenses Electrical service and other miscellaneous expenses	$1,000
Bus Trailer Transport Transport of trailer from event to event	$1,500
Support Vehicle Expenses Includes lease, gas, mileage, maintenance, etc.	$1,700
Agency Fee (per event) Includes all program management, on-site supervision, accounting and materials handling services needed to successfully execute the promotion	$5,000
TOTAL PER EVENT COSTS	$29,250

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